RJ Reynolds
Tobacco Company

C. H. MOULTON
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September 13, 1995

To: New York Metro ROU
(For All Divisions With Cheap Johns)

Subject: ***Cheap Johns - Contracts***
(ID #1462 00 00)

We recently came to an agreement with Cheap Johns' stores. The following contract payments have been implemented effective August 1, 1995:

PK BASE SS GG
CMFPK RJR GG

In addition to the above contracts, we will be placing an enhancement to the program. Some stores will have signage; others a separate savings display. I am currently surveying stores to determine which stores will receive store displays or signage. We will also indicate RJR space on existing carton fixtures.

As soon as these plan-o-grams are completed, they will be forwarded to you. In the meantime, please maintain our full price and savings counter displays and shelf space on carton fixtures.

Sincerely,

George H. Moulton

GHM/pk

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Sales		Retail	
1221		1222	
1222		1223	20, 21, 22, 23, 24
1223	2, 3, 4, 6, 7, 8, 9	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229	04	MC	PA
1240			
1244	60	RSM	RBM

51853 3124

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/fpln0000